

Message Text

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AMCONSUL POZNAN

UNCLAS WARSAW 5449

FOR IEE; IBS/POLISH SERVICE; IPS

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TAGS: OEXC, PL

SUBJECT: POZNAN CONSUMER GOODS FAIR

1. FOLLOWING PRESS RELEASE ISSUED HERE SEPTEMBER 10.

2. THE UNITED STATES DEPARTMENT OF COMMERCE BUREAU OF EAST-WEST TRADE AND THE U.S. TRADE DEVELOPMENT CENTER, IN COOPERATION WITH THE AMERICAN EMBASSY IN WARSAW AND U.S. CONSULATE IN POZNAN, WILL SPONSOR A BUSINESS DEVELOPMENT OFFICE AT THE 1974 POZNAN INTERNATIONAL CONSUMER GOODS FAIR, TO BE HELD SEPTEMBER 22-29.

3. THE BUSINESS DEVELOPMENT OFFICE WILL BE STAFFED WITH TWO INDUSTRY EXPERTS WHO WILL ANSWER QUESTIONS AND PROVIDE INFORMATION ON THE LATEST DEVELOPMENT IN AMERICAN FOOD PROCESSING AND PACKAGING. THEY WILL ALSO DEVELOP CONTACTS FOR THE POLISH INDUSTRY AND GENERATE LEADS FOR U.S. COMPANIES IN THIS FIELD WHO ARE INTERESTED IN INCREASING U.S.-POLISH TRADE.

4. LOCATED UPSTAIRS IN PAVILION 2 AT THE POZNAN FAIRGROUNDS, THE U.S. BUSINESS DEVELOPMENT OFFICE INCLUDES TWO OFFICES AND A CONFERENCE AREA WHERE PRESENTATIONS AND CONFERENCES UNCLASSIFIED

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CAN BE HELD. A RECEPTIONIST AND INFORMATION DESK WILL

PROVIDE INFORMATION ON U.S. FIRMS ENGAGED IN FOOD PROCESSING AND PACKAGING.

5. MR. BASILIO M. LIACURIS WILL REPRESENT THE U.S. PACKAGING MACHINERY MANUFACTURERS INSTITUTE (PMMI) OF WASHINGTON, D.C., WHICH HAS A MEMBERSHIP OF MANY U.S. FIRMS IN THE PACKAGING FIELD. PRIOR TO FORMING HIS OWN CONSULTING FIRM BASILIO LIACURIS & ASSOCIATES, MR. LIACURIS WAS VICE PRESIDENT OF PORTER INTERNATIONAL, A WIDELY-KNOWN CONSULTING FIRM. MR. LIACURIS HAS HAD EXTENSIVE BUSINESS EXPERIENCE IN LATIN AMERICA AND AROUND THE WORLD, INCLUDING POLAND, THE USSR AND OTHER COMECON COUNTRIES.

6. A 1960 GRADUATE OF THE UNIVERSITY OF MARYLAND WITH A DEGREE IN BUSINESS ADMINISTRATION, MR. LIACURIS PURSUED HIS GRADUATE STUDIES IN INTERNATIONAL ECONOMICS AND FINANCE AT GEORGE WASHINGTON UNIVERSITY. MR. LIACURIS IS ALSO THE DIRECTOR OF INTERNATIONAL PROGRAMS OF THE JUNIOR CHAMBER OF COMMERCE AND EXECUTIVE DIRECTOR OF THE INTER-AMERICAN LITERACY FOUNDATION.

7. THE U.S. FOOD PROCESSING INDUSTRY WILL BE REPRESENTED AT TAKON 74 BY NANCY JANSEN OF THE FOOD PROCESSING MACHINERY AND SUPPLIES ASSOCIATION, WASHINGTON, D.C. THE ASSOCIATION (FREQUENTLY REFERRED TO BY INITIALS "FPM&SA" SERVES THE MAJOR MANUFACTURERS OF FOOD PROCESSING EQUIPMENT, SUPPLIES, AND SERVICES IN THE U.S. MS. JANSEN HAS BEEN ASSOCIATED WITH FPM&SA SINCE 1963, FOCUSING PRIMARILY ON PUBLIC RELATIONS, ADVERTISING AND DEVELOPMENT OF PUBLICATIONS. AS THE MEMBERS' INTEREST IN EXPORT SALES AND INTERNATIONAL TRADE GREW, MS. JANSEN BECAME INCREASINGLY INVOLVED IN EDITING AND PUBLISHING FPM&S'S "TRADE OPPORTUNITIES." THIS PUBLICATION OF SALES LEADS FROM THROUGHOUT THE WORLD IS CURCULATED TO THE ASSOCIATION MEMBERSHIP MONTHLY. MS. JANSEN HOPES TO IDENTIFY THE NEEDS AND INVESTMENT PLANS OF THE POLISH MARKET, DETERMINE THE ABILITY OF U.S. INDUSTRY TO MEET THESE NEEDS, MEET WITH POLISH FOOD-PROCESSING TRADE AND INDUSTRY REPRESENTATIVES, DISSEMINATE INFORMATION ON U.S. PRODUCTS AND TECHNOLOGY AND ESTABLISH COMMUNICATIONS FOR LATER FOLLOW-UP. SHE WILL UNCLASSIFIED

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MAKE AVAILABLE CATALOGS FROM U.S. FIRMS, FPM&SA DIRECTORIES, AND INDUSTRY FILMS SHOWING THE LATEST IN U.S. FOOD PROCESSING MACHINERY AND TECHNOLOGY.

8. A GRADUATE OF THE UNIVERSITY OF MARYLAND, NANCY JANSEN HAS A BACHELOR OF ARTS DEGREE. SHE HAS ATTENDED TWO YEARS TRAINING WITH THE INSTITUTE OF ORGANIZATIONAL MANAGEMENT AND IS A MEMBER OF THE NATIONAL ASSOCIATION OF

EXPOSITION MANAGERS.

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